

Facebook Account Performance Report 1 Feb 2020 — 29 Feb 2020

Ale Arnez (act_541427886325534)

Key Performance Indicators



Impr
39,001
↓ 4%



Clicks
501
↓ 12%



Cost
\$1,011.57
↓ 20%



CTR
1.28%
↓ 9%



Fb Pixel Lead
31
↑ 48%

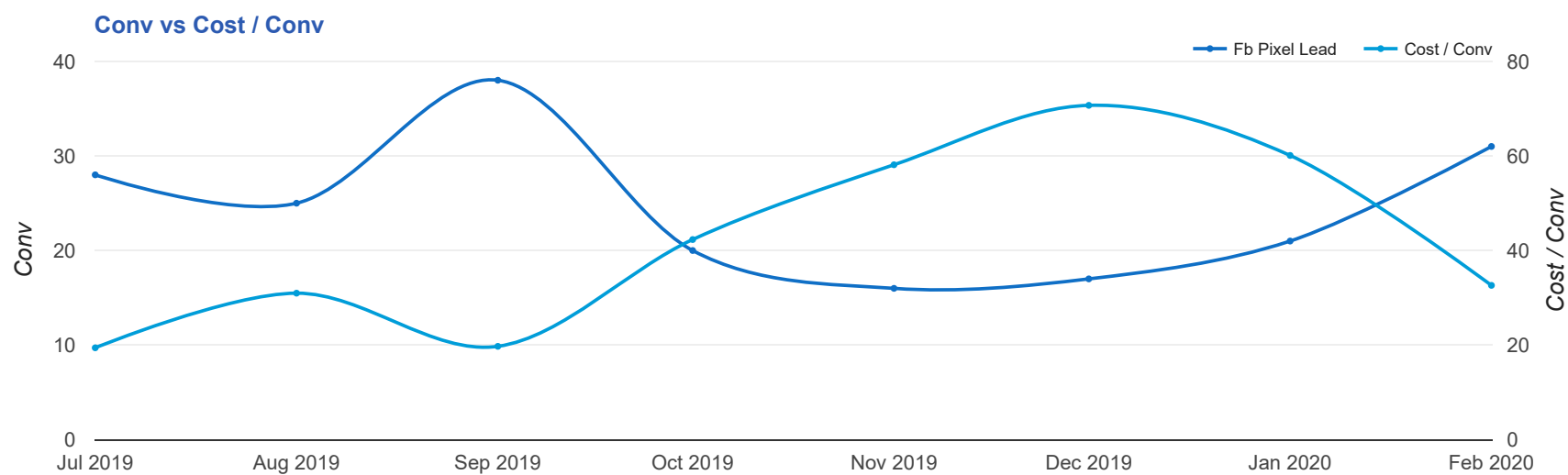


Cost / Conv
\$32.63
↓ 46%

Monthly Account Summary

| ACCOUNT | DATE | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|-------------|-----------|------------|--------|--------|---------------|-------------|
| Sculptology | Feb, 2020 | \$1,011.57 | 39,001 | 501 | 31 | \$32.63 |

Monthly Performance Trends



| ACCOUNT | DATE | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|-------------|-----------|------------|--------|--------|---------------|-------------|
| Sculptology | Jul, 2019 | \$544.15 | 18,729 | 311 | 28 | \$19.43 |
| Sculptology | Aug, 2019 | \$774.61 | 25,624 | 404 | 25 | \$30.98 |
| Sculptology | Sep, 2019 | \$750.31 | 29,318 | 409 | 38 | \$19.74 |
| Sculptology | Oct, 2019 | \$846.32 | 23,810 | 457 | 20 | \$42.32 |
| Sculptology | Nov, 2019 | \$930.06 | 26,292 | 389 | 16 | \$58.13 |
| Sculptology | Dec, 2019 | \$1,201.80 | 25,840 | 268 | 17 | \$70.69 |
| Sculptology | Jan, 2020 | \$1,262.04 | 40,431 | 569 | 21 | \$60.10 |
| Sculptology | Feb, 2020 | \$1,011.57 | 39,001 | 501 | 31 | \$32.63 |

Top Performing Campaigns

| CAMPAIGNS | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|-----------------|----------|--------|--------|---------------|-------------|
| Coolsculpting | \$918.16 | 34,524 | 402 | 29 | \$31.66 |
| Lead generation | \$93.41 | 4,477 | 99 | 2 | \$46.70 |

Top Performing Ad Sets

| ADSET | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|---|----------|--------|--------|---------------|-------------|
| CS - Women | \$918.16 | 34,524 | 402 | 29 | \$31.66 |
| Pleasanton - Location based - Broad - Female 25-60 | \$93.41 | 4,477 | 99 | 2 | \$46.70 |

Top Performing Ads

| AD | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|--|----------|--------|--------|-------|---------------|-------------|
| 2020-01 - CS - Women - Valentine Img 4 | \$261.26 | 10,056 | 133 | 1.32% | 10 | \$26.13 |
| 2020-01 - CS - Women - Valentine Img 3 | \$144.58 | 5,245 | 64 | 1.22% | 8 | \$18.07 |
| 2020-01 - CS - Women - Valentine Img 2 | \$103.70 | 3,476 | 52 | 1.50% | 5 | \$20.74 |
| 2019-11 - CS - Women - Img 4 | \$137.30 | 5,626 | 59 | 1.05% | 3 | \$45.77 |
| 2020-01 - CS - Women - Valentine Img 1 | \$67.60 | 2,290 | 28 | 1.22% | 3 | \$22.53 |
| 2020-02-Lead Gen Ad 1 | \$93.41 | 4,477 | 99 | 2.21% | 2 | \$46.70 |
| 2020-02 - CS - Women - Img 1 | \$49.66 | 1,808 | 18 | 1.00% | 0 | - |
| 2020-01 - CS - Women - Img 2 | \$34.32 | 1,264 | 6 | 0.47% | 0 | - |
| 2020-01 - CS - Women - Img 3 | \$18.14 | 586 | 2 | 0.34% | 0 | - |
| 2020-01 - CS - Women - Img 4 | \$49.62 | 2,242 | 20 | 0.89% | 0 | - |
| 2020-02 - CS - Women - Img 6 | \$28.43 | 1,138 | 19 | 1.67% | 0 | - |
| 2020-02 - CS - Women - Img 7 | \$18.08 | 568 | 1 | 0.18% | 0 | - |
| 2020-02 - CS - Women - Img 8 | \$5.47 | 225 | 0 | 0.00% | 0 | - |

Age & Gender Performance

| ACCOUNT | AGE | GENDER | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|-------------|-------|--------|----------|--------|--------|-------|---------------|-------------|
| Sculptology | 45-54 | female | \$375.83 | 11,351 | 163 | 1.44% | 12 | \$31.32 |
| Sculptology | 35-44 | female | \$308.85 | 14,300 | 156 | 1.09% | 9 | \$34.32 |
| Sculptology | 25-34 | female | \$165.38 | 9,234 | 104 | 1.13% | 6 | \$27.56 |
| Sculptology | 55-64 | female | \$161.51 | 4,116 | 78 | 1.90% | 4 | \$40.38 |

Performance By Device

| ACCOUNT | DEVICE | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|-------------|------------|----------|--------|--------|-------|---------------|-------------|
| Sculptology | mobile_app | \$924.70 | 35,480 | 468 | 1.32% | 26 | \$35.57 |
| Sculptology | mobile_web | \$39.89 | 2,026 | 13 | 0.64% | 3 | \$13.30 |
| Sculptology | desktop | \$46.98 | 1,495 | 20 | 1.34% | 2 | \$23.49 |